

Work Session Presentation

October 18, 2021



Gift Card

Administered by Newberg Downtown Coalition in partnership with City
of Newberg, Chehalem Valley Chamber of Commerce and Taste Newberg

Photo courtesy of Taste Newberg



Newberg Downtown Gift Card

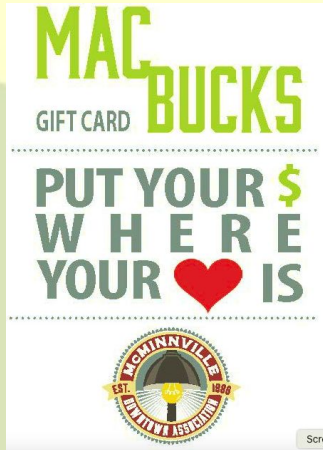


- 1) Why a local currency gift card?
- 2) Benefits for Newberg?
- 3) How does it work?
- 4) Who can get involved?
- 5) How are the cards sold?
- 6) How you can support The Newberg Gift Card?



Why a Downtown Gift Card?

- Approached by Newberg business owners who wanted something similar to Mac Bucks
- After talking with McMinnville Exec. Director, decided to investigate
- After investigation, learned of the uniqueness of a downtown gift card (closed-loop system)





PARTICIPATING BUSINESSES

- AJ's Wicked Salon & Spa - 610 St. Joseph St.
- Alternative Fuel, Coffee House - 512 Main St., Ste. #110
- BakeWorks - 518 Mt. Rushmore Rd.
- Black Hills Barbershop - 516 Sixth St.
- Black Hills Escape Rooms - 705 Main St.
- Black Hills Interiors & Kitchen Tune-Up - 333 Omaha St., Ste. #1
- Breadroot Natural Foods Co-Op - 100 East Blvd. N
- Celtic Connection - 517 Sixth St.
- The Clock Shop - 629 St. Joseph St.
- Delmonico Grill - 609 Main St.
- Deep Float - 343 Quincy St., Unit #103
- Elks Theatre - 512 Sixth St.
- Firehouse Brewing Company - 610 Main St.
- Firehouse Wine Cellars - 620 Main St.
- First Stop Gun Shop - 701 Main St.
- Freed's 5th & Main Furniture - 430 Main St.
- Gold, Bison, Grill - 505 N. Fifth St.
- Great Harvest Bread Co. - 721 Omaha St.
- Hay Camp Brewing Co. - 601 Kansas City St.
- Heroes Magic & Sports Cards - 513 Main St.
- Holiday Inn-Rushmore Plaza - 505 N. Fifth St.
- Independent Ale House - 625 St. Joseph St.
- Karma Boutique - 529 Main St.
- Knecht Home Center - 320 West Blvd.
- The Market - 333 Omaha St., Ste. #2
- Mary's Mountain Cookies - 526 Main St.
- Main Street Square - 526 Main St.
- Michael's Men's Wear - 617 St. Joseph St.
- Mitzl's Books - 510 Main St.
- Murphy's Pub & Grill - 510 Ninth St.
- Mystique Edge - 318 Mt. Rushmore Rd.
- Neugebauer's Jewelry, Design & Service - 601 Main St.
- Oasis Lounge - 711 Main St.
- Perfect Hanging Gallery - 621 Main St.
- Pita Pit - 725 Main St.
- Philly Ted's Cheezsteaks - 502 Main St., Ste. 200
- Pour 54 Taphouse - 615 Main St.
- Prairie Edge Trading Co. & Galleries - 606 Main St.
- Press Start - 504 Mt. Rushmore Rd.
- ¡Que, Pasa? Cantina - 502 Main St.
- Quilt Connection, Etc. - 522 St. Joseph St.
- Roam'n Around - 512 Main St., Ste. 140
- Rocky Mountain Chocolate Factory - 507 Sixth St.
- Rushmore Hotel Inn & Suites - 445 Mt. Rushmore Rd.
- Silver Lining Creamery - 512 Main St., Ste. #100
- SoleMate Shoes & Uniform Center - 723 Main St.
- St. Joe Antiques Mall - 615 St. Joseph St.
- Starbucks - 523 Sixth St.
- Storyteller Entertainment - 520 Sixth St.
- Tally's Silver Spoon - 530 Sixth St.
- Victoria's Garden - 320 Seventh St.
- Who's Hobby House - 715 Main St.
- Who's Toy House - 512 Main St., Ste. 160
- Wobbly Bobby British Pub - 510 Main St.
- YMCA - 815 Kansas City St.

Screenshot

[What's Happening](#)
[Discover Downtown](#)
[Getting Here](#)
[Search Downtown](#)

GIVE THE GIFT OF HOMEMADE

One little card, one giant shopping adventure

PICTURED

Queen City Bakery

Welcome to Downtown Lawrence
The Heart of the City

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[Gift Cards](#)
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Gift Cards

Accepted at over 100 Downtown Lawrence businesses, the gift card makes a great present for everyone on your list including co-workers, friends, family, teachers & coaches! Available in any denomination from \$10 to \$500, the gift card is fashionable & flexible and comes with a list of the participating businesses as well as a card carrier you can personalize.

- Purchase a gift card with Visa, American Express, MasterCard or Discover here online

- *There is no in person pick up for gift cards at the DLI office at this time. Shipping is available.
- *In person purchase is available at Phoenix Gallery, 825 Massachusetts, and the Lawrence Visitors Center, 812 Massachusetts, at this time.
- To pay by cash or check, Visa, MasterCard, Discover or American Express visit the **Lawrence Visitors Center** at 812 Massachusetts Street (Tues-Sat 10am-5 pm), and at **Phoenix Gallery** at 825 Massachusetts Street (Mon 9:30am-6pm; Tues-Sat 9:30am-6pm; Sun 12pm-6pm).
- If you are having issues with online ordering or are unable to access our website, you may also call our office during business hours (781) 842-3883 to pay by credit card.

Downtown Lawrence
Gift Cards

Benefits for Newberg

Benefits of the Gift Card for Newberg businesses include:

- **Spent exclusively in Newberg**
- **Drives footfall**
- **Stimulates economic activity**
Consumers spend on average 65% more than the amount on the card
- **Provides analytics** -- shows you where the cards are being spent and the value they are bringing to Newberg's economy



How does it work?



- The Newberg Gift Card is a Private Label Prepaid VISA so uses existing payment infrastructure
- Swipes through the Magstripe reader on your PDQ Machine
- Payment is received from your acquirer as per your merchant agreement.



Who can get involved?



- Offered to Members of the Newberg Downtown Coalition
- Affiliate membership available for locally owned-operated businesses outside of the Downtown location
- Any business that accepts Magstripe transactions can accept The Newberg Gift Card
- Can be accepted by any business that accepts VISA

How are the cards sold?

- Online from the dedicated Newberg Gift Card site: newberggiftcard.com
- Chehalem Valley Chamber of Commerce Visitor Center during Visitor Center Hours



How you can support The Newberg Card

- You already did! By funding it, you made it possible.
- Tell Newberg Businesses about The Newberg Gift Card
- Promote The Newberg Gift Card on your social media channels
- Become an advocate by buying The Newberg Gift Card for your friends, family and staff



Fastrack Set-up & Launch

Standard

One time payment

\$9,750

Included:

Technical Implementation

Setup of a unique Visa program on the Downtown Gift Card network

Project Management & Support

Dedicated project manager to support you step-by-step through your tailored project plan to help you successfully launch your gift card program

Business Onboarding

Full set of implementation materials for businesses including Frequently Asked Questions. Individualized support to register your businesses onto the program

Gift Card Production

Support to design, print and deliver 2,500 uniquely branded gift cards

Promotional Launch Package

Everything you need to launch! Including window stickers, 2,500 card carriers, PR prop card and launch plan

Monthly Success Package

Based on the number of participating merchants

- \$400 per month, plus
- \$1 per participating business
- monthly billing will be based on actuals

\$475

(assuming 75 businesses)

Included:

Client Success Program

Enrolment in the Downtown Gift Card Client Success Program including access to marketing assets, case studies, and webinars with the aim of growing your program year on year

Reporting

Access to reporting providing a breakdown of sales and gift card spend at participating businesses

Licence & Customer Service

Ongoing use of the Visa Gift Card platform. Cardholder and Business Support - 7 day a week call center support for card holders and businesses

Banking Services

Access the funds management software with automated alerts to help you manage gift card program funds

Sales

	Standard	Standard
	Do it Yourself	Done for You
	For orders you sell and fulfill yourself	For orders we sell on our online marketplace and
Purchase fee charged to you when a card is loaded with value	\$1	\$0
Setup on the My Downtown Gift Card marketplace	n/a	\$250
Monthly marketplace service fee	n/a	\$100
Payment processing fee when cards are purchased	No charge from Miconex - you will use and pay your own payment processor	Charged to you at our cost
Responsibilities	<i>You are responsible for taking orders, transferring money, loading gift cards with value, shipping them out, paying your payment processor, customer service for online card orders</i>	<i>We do everything for you</i>